



Corona del Mar Business Improvement District

Board Meeting Agenda

April 24, 2014 / 7:30 a.m.

**Corona del Mar Chamber of Commerce,
2855 E. Coast Hwy, Suite 101, Corona del Mar**

Business Improvement District Board Members:

Bernie Svalstad, Chairman

Tom Nicholson, Vice Chair

Scott Palmer, Treasurer

Keith Dawson, Secretary

Jim Walker, Director

Scott Laidlaw, Director

Jessica Prause, Director

I. CALL MEETING TO ORDER

II. ROLL CALL

III. PUBLIC COMMENTS ON AGENDA ITEMS

Public Comments are invited on agenda & non-agenda items generally considered to be within the subject matter jurisdiction of the CdM BID. Speakers must limit comments to three (3) minutes. Before speaking, we invite, but do not require, you to state your name for the record. The CdM BID has the discretion to extend or shorten the speakers' time limit on agenda or non-agenda items, provided the time limit adjustment is applied equally to all speakers. As a courtesy, please turn cell phones off or set them in the silent mode.

IV. APPROVAL OF MINUTES

RECOMMENDED ACTION:

Board to approve draft March 25, 2014 and 27, 2014 meeting minutes

V. CURRENT BUSINESS

A. BID Chairman Report - Oral report by Bernie Svalstad, Chairman

SUMMARY: None

RECOMMENDED ACTION: None

B. City Council Report - Oral report by Council Members Nancy Gardner/Ed Selich

SUMMARY: None

RECOMMENDED ACTION: None

C. Parking Plan Update - Oral Report by Bob Quaid

SUMMARY:

- Letter sent April 2, 2014 to City on BID support all of the short term parking management strategies with strategy item number 1 to “revise the zoning code to create appropriate development standards” as the BID’s highest priority (see EXHIBIT A)

RECOMMENDED ACTION: None

D. Marguerite Design Concept – Oral Report by Dan Herman, Rabben/Herman Design

SUMMARY:

- Presentation to the Board on revised design concepts and cost projections for the Marguerite Avenue intersection.

RECOMMENDED ACTION:

Board to approve the revised Marguerite & PCH design concepts and costs estimates and submit to the City’s Public Works Department

E. BID Assessment Collections Update – Oral report by Bob Quaid

SUMMARY:

- Report on past due assessment collections in March 2014

RECOMMENDED ACTION: None

F. Landscape Maintenance Proposal Selection - Oral report by Bob Quaid

SUMMARY:

- Evaluation of BID Landscape Maintenance proposals from Park West Landscaping and Pinnacle Landscaping and selection of the recommended vendor (see EXHIBIT B for proposals)

RECOMMENDED ACTION:

Board to recommend landscape proposal for contract issuance by the City

**G. Revitalization Improvement Projects & Maintenance Items - Oral Reports
Task / Action Review**

SUMMARY:

- Street Furniture Maintenance Bob Quaid
 - a. Re-powder coating trash receptacles
 - b. Bike Racks

RECOMMENDED ACTION: None

H. BID Financial Reports for March 2014 – Oral report by Bob Quaid

SUMMARY:

- Discussion of fiscal year to date operating results through March 31, 2014

RECOMMENDED ACTION:

Board to approve and accept the March 2014 financials

I. Newport Beach & Co. (NB&Co.) Website Presentation – Oral Report by Mark Rudyk of NB&Co

SUMMARY:

- Report by NB&Co. on proposed new BID website design

RECOMMENDED ACTION:

Board to decide what further action to take on new website development

J. BID Annual Report for FY 2013-14 and Budget for Fiscal Year 2014-15 – Oral Report by Chairman Svalstad

SUMMARY:

- Discussion of draft FY 2014 Annual Report (Exhibit C) including the proposed FY 2015 budget

RECOMMENDED ACTION:

Board to approve FY 2014 Annual Report including the proposed FY 2015 budget

K. BID FY 2014-15 Board Nominations – Oral report by Bob Quaid

SUMMARY:

- Announcement of Tentative Schedule for FY 2014-2015 Board Nominations (Exhibit D)

RECOMMENDED ACTION: None

L. Marketing Report – Oral Report by Linda Leonhard

SUMMARY:

- Brochure & other Collateral

RECOMMENDED ACTION: None

M. CdM Chamber of Commerce Report -Oral Report by Linda Leonhard

VI. CdM BID ANNOUNCEMENTS OR MATTERS WHICH MEMBERS WOULD LIKE PLACED ON A FUTURE AGENDA FOR DISCUSSION, ACTION OR REPORT (NON-DISCUSSION ITEMS)

VII. ADJOURNMENT

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Next Scheduled Board Meeting: Annual Meeting May 22, 2014

CdM BID is subject to the Ralph M. Brown Act. Among other things, the Brown Act requires that the CdM BID agenda be posted at least seventy-two (72) hours in advance of each regular meeting & that the public be allowed to comment on agenda items before the CdM BID and items not on the agenda but are within the subject matter jurisdiction of the CdM BID. The CdM BID may limit public comments to a reasonable amount of time, generally three (3) minutes per person.

It is the intention of the CdM BID to comply with the Americans with Disabilities Act ("ADA") in all respects. If, as an attendee or a participant at this meeting, you will need special assistance beyond what is normally provided, the CdM BID will attempt to accommodate you in every reasonable manner. If requested, this agenda will be made available in appropriate alternative formats to persons with a disability, as required by Section 202 of the Americans with Disabilities Act of 1990 (42 U.S.C. Sec. 12132), and the federal rules and regulations adopted in implementation thereof. Please contact the CdM BID administrator at 800-755-6864 and ask for Rebekah Smith or email rsmith@willdan.com at least forty-eight (48) hours prior to the meeting to inform us of your particular needs and to determine if accommodation is feasible.